



Stand up and be counted!

A NORTH WEST partnership is aiming to increase corporate responsibility among SMEs in the region. Responsibility Northwest, a partnership between Sustainability Northwest, Accountability, Business in the Community, ENWORKS, the Northwest Business Leadership Team, Liverpool Chamber of Commerce and Industry and The Cat's Pyjamas, wants to raise awareness and understanding of corporate responsibility among businesses.

The project works with established business networks to guide businesses to corporate responsibility support services. For example, ENWORKS helps Northwest companies to access environmental support services through local providers such as Groundwork.

Manchester Rusk Co. Ltd which employs 33 people and is a food coatings and marinades manufacturer benefited from the work of Responsibility Northwest when a Groundwork business advisor conducted a free waste audit of the premises which opened up several opportunities for increased efficiency and cost savings.



Production Manager Dave Wheeler, from the company, explained:

"Our waste generation was very high, not to mention very expensive to handle and dispose of. Advisors helped us source a waste management company who assisted with segregating and recycling 85 per cent of our generated waste which, apart from improving our contribution to protecting the environment, has also reduced our waste handling costs by almost £10K per annum."

Although the changes cost £15,000 to implement, advisors helped Manchester Rusk make a successful bid for grant funding to cover these costs.

The changes have also brought marketing benefits, with Manchester Rusk now able to promote its environmental management approach to clients. Staff morale has also improved as they can see the savings that the changes in practice have delivered, which in turn help to safeguard jobs.

Results per annum for Manchester Rusk are:

£10,000 cost saving on waste disposal
£2,700 saving on energy costs
70 tonnes of waste diverted from landfill
 CO₂ emissions down by over **40 tonnes**

The company now needs less transport for waste collections, thereby reducing costs and CO₂ emissions. The business was also able to increase its energy efficiency by revising its lighting and refrigeration compressor requirements.

For more information on Responsibility Northwest contact Ruth Woodall at responsibilitynw@snw.org.uk or telephone **0161 247 7800**. More information can also be found at www.responsibilitynw.org.uk

Corporate Responsibility can bring all round benefits for your business

Save money - Simply by switching machines off after use or turning the heating down, you can make real savings on your energy bill. Offer better value to your customers - Cutting your overheads means production costs will go down, making your products and services more competitive.

Enhance your reputation - Increasing numbers of customers will only buy from, or invest in, companies with environmentally friendly policies and production methods. Encourage more people to come and work for you - You can increase your appeal in the recruitment market, and stay an employer of choice.

Stay ahead of government regulation - Climate change remains high on the political agenda. Being prepared for changes now will save you time and money when they are introduced.